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LATV SIGNS ON AWARD-WINNING PRODUCER RICK NAJERA AS HEAD OF CURRENT PROGRAMMING AND DEVELOPMENT

*‘Latinologues’ Creator/ Producer and ‘MADtv’ – ‘In Living Color’ Writer to Helm
Programming Expansion and Development*

LOS ANGELES, CA - February 6, 2007 – LATV, the nation’s first bilingual music / entertainment network distributed nationally via digital multicast, announced today the appointment of Rick Najera as Head of Current Programming and Development. With its recent announcement that it is going national as a 24/7 network, LATV selected Najera to develop new shows and genres as well as build on the success of already-established programs such as *‘LATV en Concierto,’ ‘LATV Does Hollywood’* and *‘Rokamole.’*

“Rick is a multitalented producer, director, actor and established writer and has great insight into U.S. and Latino culture,” says LATV president and founder Danny Crowe. “Rick has worked successfully at the highest levels of the English and Spanish language creative worlds and is well equipped to guide our young staff through LATV’s national launch and beyond.”

Under Najera’s direction, LATV’s lineup will feature live real-time programs airing at 4pm west coast/7pm east coast. The programs will feature interactive segments that include the audience in-studio as well as audience at home via telephone, email, internet chat and text.

“It’s exciting to be working with such a great group of young professionals,” says Najera. “LATV was the first channel to offer bilingual/bicultural television and set the bar for this genre. What impressed me about LATV is that even though until now they could only be seen in Southern California, they had already created a national brand. They have produced entertaining television with young Latinos behind and in front of the lenses. With LATV’s national launch, we hope to inspire as well as to entertain. LATV will continue to be a true alternative to general programming.”

Rick Najera, an award-winning writer/producer, honored twice by Hispanic Magazine as one of the “100 Most Influential Latinos in America” was a writer on groundbreaking television comedies such as *MAD TV* and *In Living Color*. He is the writer, director, producer and creator of his own nationally recognized award-winning hit comedy, *LATINOLOGUES*, a compilation of comedic and poignant monologues that most recently ran on Broadway at New York’s prestigious Helen Hayes Theatre. It is the first Latino written, created, directed, produced comedy with an all-starring Latino cast in the history of Broadway. Najera has received two consecutive Writers Guild of America Award

nominations for Outstanding Achievement and Best Writing in a Comedy / Sketch Series for his writing for MAD TV, an Imagen Award for Latinologues for Best Live Theatrical Performance and an ALMA Award nomination for Best Writing in a Television Drama.

LATV's national rollout will begin with Post-Newsweek station affiliates in Houston (KPRC), Miami (WPLG), Orlando (WKMG) and San Antonio (KSAT). LATV will be multicast on these stations' digital spectrum as a standard-definition channel. At launch, LATV will also be carried on basic cable through its affiliates. In addition, LATV will be carried in Los Angeles on KJLA via cable, broadcast and satellite.

With its groundbreaking mix of bilingual music and lifestyle programming, LATV is the network of choice for bicultural Latinos in Los Angeles, America's top Hispanic market. Since 2001, the predominantly English-language LATV has been filmed in front of a live in-studio audience and airs on broadcast, basic cable and satellite in Los Angeles, reaching the highly sought-after bicultural demographic. LATV's advertising roster includes: Verizon, Levi's, McDonald's, VW and Target Stores. Among the platinum-selling artists that have performed on LATV are Daddy Yankee, Pitbull, Paulina Rubio, Frankie J and Julieta Venegas.

About LATV

Headquartered in Los Angeles, LATV is the nation's first bilingual music/entertainment network distributed via digital multicast. A pioneer in bicultural youth broadcasting, LATV has been on the air in the Los Angeles market since 2001. The network offers an array of programming that is original, exclusive and live featuring top performers in the Latin music world. Targeting the 16- to 34-year-old Latino, LATV's programming bouquet offers a range of content that includes multi-genre music, lifestyle and entertainment.

LATV is owned by LATV, LLC. For more information, visit LATV online at www.latv.com or www.myspace.com/latv.

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For more information about LATV, please contact:

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